determines is the best target audience. In another embodiment, the server device **302** appends the tags to the content. In this embodiment the server device **302** is operable to determine what identifying information is most appropriate to the content and fill in each of the identifiers accordingly. The server device **302** has a dictionary of identifiers (e.g., type, title, age, gender, etc.) to select from. The tags that the client device **304** uses in the user profile **322** have the identifiers (e.g., type, title, age, gender, etc) selected from a common set of identifiers. Thus, the client device **304** and the server device **302** utilize a common tag format having common identifiers.

A7 end

**IN THE CLAIMS:**

Please amend the claims as follows:

14. (Amended) A client device for providing targeted content comprising:

a user profile having one or more user profile tags associated with user preferences;

a tagged content memory storing a plurality of content items, each having an associated tag associated with classes of targeted users;

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a filtering module operable to filter out a content item whose associated tag is not sufficiently similar to any of the one or more user profile tags; and

a user input/output module operable to present content to a user of the client device and further operable to detect a content selection from the user.

17. (Amended) The method of claim 16 further comprising:

a receiving module operable to receive tagged content from a communication network;

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and

a storage module in operable communication with the receiving module and the filtering module, operable to store the received tagged content and provide the tagged content to the filtering module.

19. (Amended) The media content distribution network of claim 18 wherein the client device

A10

comprises: